

ORDER



KSNV

Orders	Order / Rev:	<u>104452</u>	
	Alt Order #:	<u>06832086</u>	
	Product Desc:	<u>HELLER FOR SENATE</u>	
	Estimate:		
	Flight Dates:	<u>10/31/12 - 11/06/12</u>	Primary AE:
	Original Date / Rev:	<u>07/18/12 / 11/01/12</u>	Sales Office:
	Order Type:	<u>GENERAL</u>	Sales Region:
Agency	Name:	<u>Strategic Media Services, Inc.</u>	
	Buying Contact:		
	Billing Contact:		
		<u>3299 K St. NW</u>	Billing Type:
		<u>Washington, DC 20007</u>	Billing Calendar:
			Billing Cycle:
			Agency Commission:
Advertiser	Name:	<u>Heller, Dean for U.S. Senate</u>	
	Demographic:	<u>A35+</u>	
	Product Codes:	<u>PLC01</u>	
	Priority:	<u>SELECT PRIORITY CODE</u>	
	Revenue Codes:	<u>POLITICAL/AGY, PCAN, GEN</u>	
		<u>New Business Thru:</u>	
		<u>Order Separation:</u>	<u>00:05:00</u>
		<u>Advertiser External ID:</u>	
		<u>Agency External ID:</u>	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
10/29/12	11/06/12	85	\$64,975.00	\$55,228.75	November 2012	85	\$64,975.00	\$55,228.75	0.00
					Totals	85	\$64,975.00	\$55,228.75	0.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	85	\$64,975.00	\$55,228.75	0.00
Totals	85	\$64,975.00	\$55,228.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Amy McCreary Start Of Order - End Of Order 100%

Order Share

State/County		
KSNV	29%	\$64,975.00
Market	100%	\$224,051.72

Competitive Share

CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	26%	\$58,253.45
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	18%	\$40,329.31
KTUD	1%	\$2,240.52
KVVU	24%	\$53,772.41
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$4,481.03

Order / Rev: 104452
Alt Order #: 06832086
Flight Dates: 10/31/12 - 11/06/12

Advertiser: Heller, Dean for U.S. Senate
Product Desc: HELLER FOR SENATE
Estimate:

KSNV

Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/31/12	11/02/12	M-F 5-6a	WakeUp w/Wagners		5-6a		-- W-F--	:30	2	\$300.00	2	0.00	NM	2	\$600.00
NEWS																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/29/12																	
E 2	KSNV	11/05/12	11/06/12	M-F 5-6a	WakeUp w/Wagners		5-6a		MT-----	:30	2	\$300.00	2	0.00	NM	2	\$600.00
NEWS																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 11/05/12																	
E 3	KSNV	11/05/12	11/06/12	M-F 6-7a	WakeUp w/Wagners		6-7a		MT-----	:30	2	\$700.00	1	0.00	NM	2	\$1,400.00
NEWS																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 11/05/12																	
E 4	KSNV	10/31/12	11/02/12	M-F 6-7a	WakeUp w/Wagners		6-7a		-- WTF--	:30	3	\$700.00	1	0.00	NM	3	\$2,100.00
NEWS																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/29/12																	
E 5	KSNV	10/31/12	11/02/12	Today Show		CM	658a-9am		-- WTF--	:30	3	\$600.00	2	0.00	NM	3	\$1,800.00
TODAY																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/29/12																	
E 6	KSNV	11/05/12	11/06/12	Today Show		CM	658a-9am		MT-----	:30	4	\$600.00	2	0.00	NM	4	\$2,400.00
TODAY																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 11/05/12																	
E 7	KSNV	11/05/12	11/06/12	M-F Today Show II	3rd HCM		9-10a		MT-----	:30	2	\$275.00	2	0.00	NM	2	\$550.00
TODAY 2																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 11/05/12																	
E 8	KSNV	10/31/12	11/02/12	M-F Today Show II	3rd HCM		9-10a		-- W-F--	:30	2	\$275.00	2	0.00	NM	2	\$550.00
TODAY 2																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/29/12																	
E 9	KSNV	10/31/12	11/02/12	M-F Today Show III	4th HCM		10am-11am		-- WTF--	:30	3	\$225.00	2	0.00	NM	3	\$675.00
TODAY 3																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/29/12																	
E 10	KSNV	11/05/12	11/05/12	M-F Today Show III	4th HCM		10am-11am		M-----	:30	1	\$225.00	2	0.00	NM	1	\$225.00
TODAY 3																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 11/05/12																	
E 11	KSNV	11/05/12	11/05/12	Noon News		CM	12-1230pm		M-----	:30	1	\$275.00	2	0.00	NM	1	\$275.00
NEWS																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 11/05/12																	
E 12	KSNV	10/31/12	11/02/12	Noon News		CM	12-1230pm		-- W-F--	:30	2	\$275.00	2	0.00	NM	2	\$550.00
NEWS																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/29/12																	
E 13	KSNV	10/31/12	11/02/12	Noon News		CM	1230-1p		-- WTF--	:30	3	\$225.00	2	0.00	NM	3	\$675.00

Order / Rev: 104452
Alt Order #: 06832086
Flight Dates: 10/31/12 - 11/06/12

Advertiser: Heller, Dean for U.S. Senate
Product Desc: HELLER FOR SENATE
Estimate:

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
The Agenda 1230pm The Agenda 1230pm															
AGENDA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12 11/04/12 -- WTF-- 3 \$225.00 0.00															
E 14	KSNV	10/31/12	11/02/12	Dr. Phil Dr Phil	CM	3-4p	-- WTF--	:30	3	\$300.00	2	0.00	NM	3	\$900.00
PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12 11/04/12 -- WTF-- 3 \$300.00 0.00															
E 15	KSNV	11/05/12	11/05/12	Dr. Phil Dr Phil	CM	3-4p	M-----	:30	1	\$300.00	2	0.00	NM	1	\$300.00
PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 11/05/12 11/11/12 M----- 1 \$300.00 0.00															
E 16	KSNV	11/05/12	11/05/12	NEWS 3 at 4 (1 HOUR)CM 4PM NEWS (1 hour)	4-5pm (4:00 PM-4:30 PM)	M-----	:30	1	\$450.00	2	0.00	NM	1	\$450.00	
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 11/05/12 11/11/12 M----- 1 \$450.00 0.00															
E 17	KSNV	10/31/12	11/02/12	NEWS 3 at 4 (1 HOUR)CM 4PM NEWS (1 hour)	4-5pm (4:00 PM-4:30 PM)	-- WTF--	:30	3	\$450.00	2	0.00	NM	3	\$1,350.00	
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12 11/04/12 -- WTF-- 3 \$450.00 0.00															
E 18	KSNV	10/31/12	11/02/12	NEWS 3 at 4 (1 HOUR)CM 4PM NEWS (1 hour)	4-5pm (4:30 PM-5:00 PM)	-- WTF--	:30	3	\$450.00	2	0.00	NM	3	\$1,350.00	
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12 11/04/12 -- WTF-- 3 \$450.00 0.00															
E 19	KSNV	11/05/12	11/05/12	NEWS 3 at 4 (1 HOUR)CM 4PM NEWS (1 hour)	4-5pm (4:30 PM-5:00 PM)	M-----	:30	1	\$450.00	2	0.00	NM	1	\$450.00	
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 11/05/12 11/11/12 M----- 1 \$450.00 0.00															
E 20	KSNV	11/05/12	11/05/12	M-F Early News M-F Early News	CM	5-630p	M-----	:30	2	\$1,200.00	1	0.00	NM	2	\$2,400.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 11/05/12 11/11/12 M----- 2 \$1,200.00 0.00															
E 21	KSNV	10/31/12	11/02/12	M-F Early News M-F Early News	CM	5-630p	-- WTF--	:30	6	\$1,200.00	1	0.00	NM	6	\$7,200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12 11/04/12 -- WTF-- 6 \$1,200.00 0.00															
E 22	KSNV	10/31/12	11/02/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm	-- WTF--	:30	3	\$1,300.00	1	0.00	NM	3	\$3,900.00
JEP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12 11/04/12 -- WTF-- 3 \$1,300.00 0.00															
E 23	KSNV	11/05/12	11/05/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm	M-----	:30	1	\$1,300.00	1	0.00	NM	1	\$1,300.00
JEP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 11/05/12 11/11/12 M----- 1 \$1,300.00 0.00															
E 24	KSNV	11/05/12	11/05/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	M-----	:30	1	\$1,300.00	1	0.00	NM	1	\$1,300.00
WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 11/05/12 11/11/12 M----- 1 \$1,300.00 0.00															
E 25	KSNV	10/31/12	11/01/12		CM	7-730pm	-- WT---	:30	2	\$1,300.00	1	0.00	NM	2	\$2,600.00

Order / Rev: 104452
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Flight Dates: 10/31/12 - 11/06/12

Advertiser: Heller, Dean for U.S. Senate
Product Desc: HELLER FOR SENATE
Estimate:

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F Wheel											
				M-F Wheel of Fortune											
				WHEEL											
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating					
				Week: 10/29/12	11/04/12	-- WT--	2	\$1,300.00	0.00						
E 26	KSNV	10/31/12	11/02/12	FacetoFace/Ralston Rep CM		730-758pm		-- WTF--	:30	3	\$450.00	2	0.00	NM	3 \$1,350.00
				Face to Face w/ J.Ralston											
				FACE											
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating					
				Week: 10/29/12	11/04/12	-- WTF--	3	\$450.00	0.00						
E 27	KSNV	11/05/12	11/05/12	FacetoFace/Ralston Rep CM		730-758pm		M-----	:30	1	\$450.00	2	0.00	NM	1 \$450.00
				Face to Face w/ J.Ralston											
				FACE											
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating					
				Week: 11/05/12	11/11/12	M-----	1	\$450.00	0.00						
E 28	KSNV	11/05/12	11/05/12	M-F News 3 at Eleven	CM	11pm-1135pm		M-----	:30	1	\$775.00	2	0.00	NM	1 \$775.00
				M-F News 3 at Eleven											
				NEWS											
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating					
				Week: 11/05/12	11/11/12	M-----	1	\$775.00	0.00						
E 29	KSNV	11/01/12	11/01/12	M-F News 3 at Eleven	CM	11pm-1135pm		---T---	:30	1	\$775.00	2	0.00	NM	1 \$775.00
				M-F News 3 at Eleven											
				NEWS											
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating					
				Week: 10/29/12	11/04/12	---T---	1	\$775.00	0.00						
E 30	KSNV	10/31/12	11/02/12	The Tonight Show	CM	1135p-1237a		-- WTF--	:30	3	\$275.00	2	0.00	NM	3 \$825.00
				Tonight Show											
				TON SHOW											
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating					
				Week: 10/29/12	11/04/12	-- WTF--	3	\$275.00	0.00						
E 31	KSNV	11/05/12	11/05/12	The Tonight Show	CM	1135p-1237a		M-----	:30	1	\$275.00	2	0.00	NM	1 \$275.00
				Tonight Show											
				TON SHOW											
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating					
				Week: 11/05/12	11/11/12	M-----	1	\$275.00	0.00						
E 32	KSNV	11/03/12	11/04/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm		----SS	:30	2	\$750.00	2	0.00	NM	2 \$1,500.00
				Sa-Su News 3 at Eleven											
				NEWS											
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating					
				Week: 10/29/12	11/04/12	----SS	2	\$750.00	0.00						
E 33	KSNV	11/03/12	11/03/12	News 3 Sunrise - SATURDAY	CM	6a-7a		----S-	:30	1	\$225.00	2	0.00	NM	1 \$225.00
				News 3 Sunrise SATURDAY											
				NEWS											
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating					
				Week: 10/29/12	11/04/12	----S-	1	\$225.00	0.00						
E 34	KSNV	11/03/12	11/03/12	Saturday Today	CM	7a-9am		----S-	:30	1	\$325.00	2	0.00	NM	1 \$325.00
				Saturday Today											
				SAT TODAY											
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating					
				Week: 10/29/12	11/04/12	----S-	1	\$325.00	0.00						
E 35	KSNV	11/03/12	11/03/12	News 3 Today - SATURDAY	CM	9am-930am		----S-	:30	1	\$300.00	2	0.00	NM	1 \$300.00
				News 3 Today - SAT											
				NEWS											
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating					
				Week: 10/29/12	11/04/12	----S-	1	\$300.00	0.00						
E 36	KSNV	11/03/12	11/03/12	Sa-Su Early News	CM	5pm-630pm		----S-	:30	2	\$450.00	2	0.00	NM	2 \$900.00
				Sa-Su Early News											
				NEWS											
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating					
				Week: 10/29/12	11/04/12	----S-	2	\$450.00	0.00						
E 37	KSNV	11/03/12	11/03/12		CM	630-730pm		----S-	:30	1	\$375.00	2	0.00	NM	1 \$375.00

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Estimate:

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Weekend Jeopardy/Whee WKND Jeop/Wheel															
JEP/WHEEL															
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating										
Week: 10/29/12	11/04/12	-----S-	1	\$375.00	0.00										
E 38	KSNV	11/03/12	11/03/12	Saturday Night Live	CM	1130pm-1:02am	-----S-	:30	1	\$750.00	2	0.00	NM	1	\$750.00
Saturday Night Live															
SNL															
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating										
Week: 10/29/12	11/04/12	-----S-	1	\$750.00	0.00										
E 39	KSNV	11/04/12	11/04/12	News 3 Sunrise - SUND&M	6a-7a		-----S	:30	1	\$350.00	1	0.00	NM	1	\$350.00
News 3 Sunrise SUNDAY															
NEWS															
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating										
Week: 10/29/12	11/04/12	-----S	1	\$350.00	0.00										
E 40	KSNV	11/04/12	11/04/12	Sunday Today	CM	7a-8am	-----S	:30	1	\$750.00	1	0.00	NM	1	\$750.00
Sunday Today															
SUN TODAY															
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating										
Week: 10/29/12	11/04/12	-----S	1	\$750.00	0.00										
E 41	KSNV	11/04/12	11/04/12	Meet the Press	CM	8a-9am	-----S	:30	1	\$3,000.00	1	0.00	NM	1	\$3,000.00
Meet the Press															
MTP															
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating										
Week: 10/29/12	11/04/12	-----S	1	\$3,000.00	0.00										
E 42	KSNV	11/04/12	11/04/12	News 3 Today Wknd	CM	9a-930am	-----S	:30	1	\$250.00	2	0.00	NM	1	\$250.00
News 3 Today															
NEWS															
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating										
Week: 10/29/12	11/04/12	-----S	1	\$250.00	0.00										
E 43	KSNV	11/04/12	11/04/12	Chris Matthews 9:30AM SM	9:30a-10a		-----S	:30	1	\$375.00	2	0.00	NM	1	\$375.00
Chris Matthews SUN 9:30am															
CM															
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating										
Week: 10/29/12	11/04/12	-----S	1	\$375.00	0.00										
E 44	KSNV	11/04/12	11/04/12	NFL Football	CM	1P-9PM	-----S	:30	1	\$8,000.00	2	0.00	NM	1	\$8,000.00
NFL Football															
SNF															
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating										
Week: 10/29/12	11/04/12	-----S	1	\$8,000.00	0.00										
E 45	KSNV	11/04/12	11/04/12	Sports Night in Las Vegas SM	Sun 1135p-1200a		-----S	:30	1	\$200.00	2	0.00	NM	1	\$200.00
Sports Night in Las Vegas															
SPORTS NIGHT															
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating										
Week: 10/29/12	11/04/12	-----S	1	\$200.00	0.00										
N46	KSNV	11/04/12	11/04/12	NFL Post Game Break	CM	1pm-9pm	-----S	:30	1	\$6,500.00	1	0.00	NM	1	\$6,500.00
NFL Post Game Break															
Start Date															
Week: 10/29/12	11/04/12	-----S	1	\$6,500.00	0.00										
N47	KSNV	11/04/12	11/04/12	Nevada Newsmakers - Ch.3	5:00- 6:00am		-----S	:30	1	\$825.00	3	0.00	NM	1	\$825.00
Nevada Newsmakers - Ch.3 (5:00 AM-5:30 AM)															
Start Date															
Week: 10/29/12	11/04/12	-----S	1	\$825.00	0.00										

Totals

85

\$64,975.00